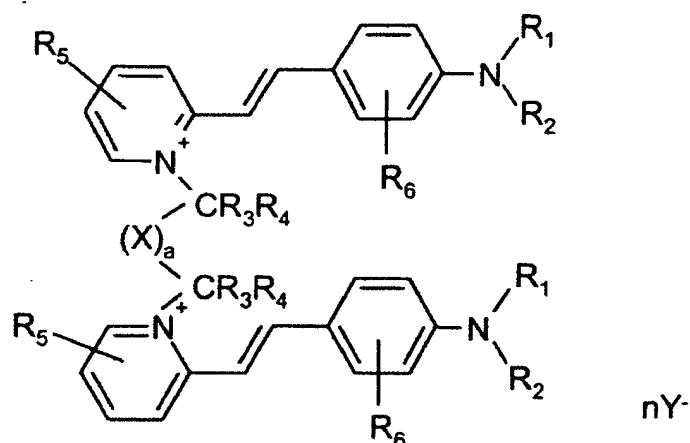


**ABSTRACT OF THE DISCLOSURE**

The present disclosure relates to a process for dyeing human keratin materials having a lightening effect, applying to the materials a composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye having the following formula:



The present disclosure also relates to at least one fluorescent dye, to a composition comprising the at least one fluorescent dye, and to a multi-compartment kit comprising the said composition.